



**IBS** INTERCOLLEGIATE  
BROADCASTING  
SYSTEM

**1984  
National  
Convention Program**

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**March 2-3-4, 1984**

**Capital Hilton Hotel - Washington, DC**

In a moment. . . .the program.  
But first, a few words from our sponsor:

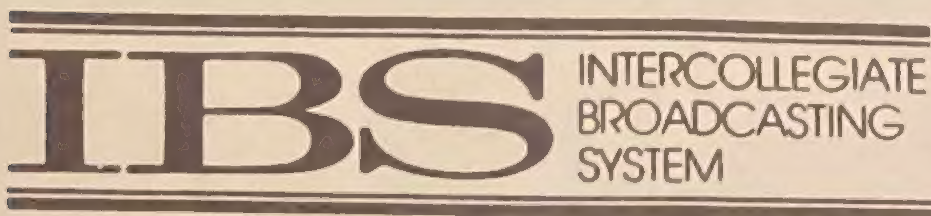
This booklet contains the program for this year's **IBS National Convention**. Sessions covering a wide variety of topics have been scheduled over the weekend, plus station tours, a music showcase, and more.

Here's how to get the most out of the convention:

1. Read through the program now and circle all of the sessions that look interesting to you.
2. Assign people from your station to cover as many of these sessions as possible. Take notes and compare them later on.
3. Be prepared for each session by listing questions you want answered before each session starts.
4. You can make a lot of important contacts at the convention and you'll want to stay in touch, so be sure to be ready to take down names and addresses you may need later.

By taking just a little time to get organized now, you can make sure you get the most out of the weekend. Ask questions, make friends, and have a good time.

We also ask that you respect the personal rights of other guests staying at the hotel.



Box 592 - Vails Gate, NY 12584  
(914) 565-6710



**FRIDAY AFTERNOON, March 2, 1984**

**1**

**12:00 Noon to 8:00 p.m.**      **REGISTRATION and EXHIBITS - Congressional & Senate Rooms**  
Exhibits also open Saturday to 6:00 p.m.

**12:00 Noon to 3:00 p.m.**      **STATION & STUDIO TOURS - Various D.C. Area Locations**  
A limited number of IBS convention delegates are invited to tour several Washington area broadcast facilities. To sign-up for a tour, go to the IBS Convention Information Desk in the Congressional & Senate Rooms, where you registered. Space is limited to a total of 15 people for each tour, with no more than 2 delegates from any one station on any one tour. It's up to you to provide transportation, usually by cab or Metro subway. The last tours leave by about 1:00 p.m., so sign-up early!

**3:00 p.m. to 4:25 p.m.**      **THE FCC FORUM - Federal Room**  
A chance to meet a cross section of key FCC staff people who'll tell you briefly about each of their special areas and how they relate to your station. This will be an introductory panel designed to provide basic information, answer some questions, and help you decide which of the more specialized workshops you'd like to attend later.

**Moderator:**

William Hassinger, Engineering Assistant to the Chief, Mass Media Bureau

**Panelists:**

Robert Baker, General Attorney, Fairness/Political Broadcasting Branch, Mass Media Bur.  
Bob Greenberg, Supervisory Engineer, FM Branch, Mass Media Bureau  
Mary Catherine Kilday, Assistant Chief, Enforcement Division, Mass Media Bureau  
Martin Liebman, Electronics Engineer, Emergency Communications Division  
Lane Moten, General Attorney, Legal Branch, Policy & Rules Div., Mass Media Bureau  
Jeff Young, On-Scene Operations Specialist, Field Operations Bureau

**Session Coordinator:** Allen Myers, Communications Industry Specialist,  
FM Branch, Mass Media Bureau

**3:00 p.m. to 9:00 p.m.**      **IBS VIDEO SHOWCASE - Executive Suite - 4th floor**  
A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten-track place to sit down and audition the latest videos.



4:30 p.m.  
to  
6:00 p.m.

**FCC ENGINEERING & TECHNICAL PANEL - Embassy Club - lobby level**  
If you have engineering/technical questions about an FCC application for a new FM station, a power increase, FCC station inspection, or any other part of the FCC engineering/technical rules and policies, these are the people with the answers.

Robert Greenberg, Supervisory Engineer, FM Branch, Mass Media Bureau  
Allen Myers, Communications Industry Specialist, FM Branch, M. M. Bur.  
Jeff Young, On-Scene Operations Specialist, Field Operations Bureau

4:30 p.m.  
to  
6:00 p.m.

**FCC FAIRNESS DOCTRINE, POLITICAL BROADCASTING, COMPLAINTS**  
**California Room**

Politicians running for election and "controversial issues of public importance" often cause questions and problems for stations, especially in an election year. What are the rules and policies, what are the recent changes, how does your station handle complaints, and how does the FCC handle complaints about your station? These are some of the areas expected to be discussed during this session. Basically, it's about how and what you can and cannot say and do on the air.

Robert Baker, General Attorney, Fairness/Political Broadcasting Branch  
Mary Catherine Kilday, Assistant Chief, Enforcement Division

4:30 p.m.  
to  
6:00 p.m.

**FCC DE-REGULATION FOR NONCOMMERCIAL STATIONS - Ohio Room**

FCC de-regulation of program logs and formal ascertainment rules for noncommercial FM stations has been pending for several years now, and we may finally see some action on it soon. This session will discuss some of the possibilities, along with de-regulation that's already taken place in a number of areas including FM subcarriers, call-letters, underwriting announcements, operating logs, routine inspections, modulation monitors, renewal forms and license terms, operator licenses, etc.

Lane Moten, General Attorney, Legal Branch, Policy & Rules Division

4:30 p.m.  
to  
6:00 p.m.

**THE EMERGENCY BROADCAST SYSTEM - EBS - New York Room**

EBS means a lot more than weekly test announcements. The system has been used for warnings of natural disasters, severe weather, etc. in addition to its more well-known role in national defense. EBS requirements still puzzle a lot of station people, however. This session will try to clear up the requirements, discuss the concept of participating and non-participating stations, the differences for 10-watt stations, etc. The people on the panel are among the most knowledgeable in the country on the subject and can clear up any questions you may have.

Martin Liebman, Electronics Engineer, Emergency Communications Div.  
Tom Gibson, IBS Staff Engineer, Chief Engineer - WVYC-FM  
Andy Moore, Engineer, WIS Radio, Columbia, SC

**FRIDAY AFTERNOON continued**

3

4:30 p.m.  
to  
6:00 p.m.

**TARGETING NEWS - KNOW YOUR AUDIENCE(S) - Pan American Room**

A discussion of ways to define your audience by their probable news interests and how to select, edit, write and "target" your news to appeal to those interests.

Jim Cameron, Cameron Communications, mbr, IBS Bd of Directors  
Maggie Duran, News Director, WBRU, Brown University, Providence

4:30 p.m.  
to  
6:00 p.m.

**PROGRAM & SPOT PRODUCTION - Massachusetts Room**

Production involves more than just the ability to run a studio console. This session will discuss studio production techniques and the planning, writing, editing, coordinating, and interviewing aspects of production work vital for success.

Greg Bale & Jim Bigwood, Co-owners, Live Mike Productions

4:30 p.m.  
to  
6:00 p.m.

**FOR PROFESSIONAL STAFF ONLY - WORKSHOP #1 - SURVIVAL SKILLS Gallery**

The first of two special sessions designed for professional staff. Whether you're a General Manager, Faculty Advisor, Chief Engineer, or some combination of these, you are likely to be the only professional at your station. This first session will focus on our unique roles, needs, and problems. Panelists will discuss their experiences in an atmosphere of mutual understanding and support.

Norm Prusslin, General Mgr., WUSB, SUNY/Stony Brook,  
Chairman, IBS Board of Directors  
Bill Stepchew, Chief Engineer, WMUA, Univ of Massachusetts  
Will Barry, Director, WSJB, St. Joseph's College, N. Windham, Maine

continuous  
to  
9:00 p.m.

**IBS VIDEO SHOWCASE - Executive Suite - 4th floor**

A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten-track place to sit down and audition the latest videos.

6:00 p.m.  
to  
7:15 p.m.

**DINNER BREAK - ON YOUR OWN**

There are a number of restaurants in the Capital Hilton and even more within walking distance in the area. If you check the information supplied to you at Registration, you'll find information on what's around, both far and near. Remember, sessions resume at 7:30 p.m.



7:30 p.m.  
to  
9:00 p.m.

**CAREERS IN BROADCASTING - Federal Room**

Thinking about the future? Want a career in broadcasting?

Competition is likely to be tough but those who plan ahead could have an edge. Those who are already there can help. . . . especially when they came from college radio. That's what this session is about.

Jim Cameron, Cameron Communications, mbr, IBS Bd of Directors  
Thom O'hair, Consultant, Independent Producer  
Pat Cantwell, Account Executive, WINS (Westinghouse) New York  
Bob Haber, President, CMI Media  
Shawn Anderson, Music Director, WYRE, Annapolis, MD

7:30 p.m.  
to  
9:00 p.m.

**HIGH SCHOOL STATIONS WORKSHOP #1 - PROGRAMMING & MUSIC**  
**California Room**

The first of three convention sessions for those who program, operate and staff high school radio stations. Each session will be a roundtable discussion, centering on a different topic area of interest to high school stations. This session will deal with programming and music, particularly some of the special difficulties high school stations have in getting good record company service.

Jack DeMasi, Faculty Advisor/General Mgr. WKWZ-FM Syosset  
Charlie Backfish, Advisor, WHSE, Smithtown High School East  
Josh Rosenthal, Music Director, WKWZ-FM, Syosset  
Leana Moritt, Promotion Coordinator, Side One Marketing

7:30 p.m.  
to  
9:00 p.m.

**STATION BUDGETS/FINANCIAL CONTROL - Embassy Club - lobby level**

There's more to station budgets than the initial amount of funding.

You've got to plan its spending and keep track of every nickel. If this sounds easy, you're probably doing it wrong, or you've been to this session at previous IBS Conventions. If anyone knows how to squeeze a dollar, it would certainly be the Treasurer of IBS, a champion of college radio budgets and feared by student government finance committees.

Fritz Kass, Treasurer, IBS

7:30 p.m.  
to  
9:00 p.m.

**PROBLEMS OF THE 10-WATT STATION - Ohio Room**

In spite of the FCC's efforts to the contrary, there are still a large number of 10-watt FM stations who've decided to remain at 10-watts rather than seek a power increase. The problems faced by these stations are often very different from those of larger noncommercial FM's, with usually larger budgets and staffs, and from carrier-current and cable stations which can generate revenues by selling time, though they may reach a more limited audience. This session is designed as an open exchange of ideas, problems, and information especially for those who program and operate 10-watt stations.

Rod Collins, IBS Vice President, Programs  
Bob Greene, Faculty Advisor/Station Mgr. WITC - Cazenovia College

7:30 p.m.  
to  
9:00 p.m.

GOAL SETTING - New York Room  
Why does your station exist? Who do you serve and how? Where do you see your station in the next year? 2 years? 5 years? 10 years? Many projects cannot be accomplished within a single semester or academic year. This session discusses possible goals to target, how to identify them for your station, and how to reach these goals in a steady progression.

Mark Eckert, Management Enterprise  
Jeff Walker, WRAS, Georgia State University, Atlanta

7:30 p.m.  
to  
9:00 p.m.

PERSONALITY RADIO - South American Room  
Personality radio is alive and well in Washington and elsewhere. With many stations playing similar music, the differences are more often becoming found in the air personalities. Rather than trying to blend-in and take second-place to the music, they are each distinctive performers attracting listeners on their own. It's not as easy as it sometimes sounds, and not everyone on the radio can do it successfully. Three of Washington's most well-known air personalities share their experience, opinions, and ideas with you.

Scott Woodside, Air Personality, WRQX, Washington  
The Adam Smasher, Air Personality, DC101, Washington  
The Greaseman, Air Personality, DC101, Washington

7:30 p.m.  
to  
9:00 p.m.

SATELLITE PROGRAM DISTRIBUTION & RECEPTION - Pan American  
Program distribution via satellite has already become widespread among program syndicators, national and regional networks, and independent producers. As the price of equipment drops and technology improves, it won't be long before most school and college stations also have their own "downlinks" or receiving systems. This session discusses what satellite distribution is all about in understandable terms, the equipment needed and its approximate cost, and the advantages for both stations and those who wish to feed programming.

Phil Avner, AP Radio  
Ellen Cole, Marketing Manager, Satellite Distribution, NPR  
Amy Stephens, Marketing Representative, Satellite Distrib., NPR

7:30 p.m.  
to  
9:00 p.m.

GOING FM/INCREASING POWER: CHOOSING EQUIPMENT - Caucus II  
Whether you're working to get a new FM on the air or to increase power of an existing station, you'll need new transmitting/monitoring equipment. Which equipment is FCC required, and which is also strongly suggested; what should you expect to pay; new and used equipment; etc. A place to pick up basic information and get your questions answered.

Dan Braverman, Radio Systems, Inc.  
Tom Gibson, Chief Engr, WYYC, York College, IBS Eng. Staff



continuous  
to  
9:00 p.m.

**IBS VIDEO SHOWCASE - Executive Suite - 4th floor**

A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten-track place to sit down and audition the latest videos.

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9:30 p.m.

**"LIVE" MUSIC SHOWCASE - Presidential Ballroom**

Featuring bands, cash bar, and good times. Admission is free to all IBS National Convention delegates - be sure to wear your convention badge.

Jack Hardy

Vector - (Exit Records)

Tommy Keene - (Dolphin Records)

Jason & the Scorchers - (EMI-America Records)

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**OTHER ACTIVITIES**

Hospitality suites and other activities are often planned at the last minute - not enough in advance for us to list in this pre-printed program. For complete information, check in the exhibit & registration area in the Congressional and Senate rooms on the second floor or at the IBS office in the Michigan room. We'll have any updated information on companies, locations, etc.

Also. . . .be sure to tune in the IBS convention Channel X (10) on your hotel television set. There'll be hour-long segments produced by IBS stations, and all kinds of video put together by Thom O'hair. Something very different that you should tune in to.

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On Saturday, March 3rd, the IBS National Convention sessions start at 9:30 a.m. and are scheduled throughout the day. Tomorrow evening, other activities are planned for convention delegates.

Take a minute to look over Saturday's schedule now, and plan ahead. Determine which of your station people will cover which sessions of interest to your station.



9:30 a.m. REGISTRATION & EXHIBITS OPEN ALL DAY TO 6:00 p.m.  
Congressional & Senate Rooms

9:30 a.m. BROADCAST INTERNSHIPS - Federal Room  
to Arranging for an internship program, and making sure both the student  
10:55 a.m. and the broadcaster benefit. What kind of things to look for to make  
sure the internship is a meaningful one and not just a menial one in which  
little or nothing is learned. How to approach broadcasters in setting up  
such an internship; how to work with your faculty on the program.

Elizabeth Schulenberg, WHTT, Boston  
Gene Lanzoni, Thirsty Ear Productions  
Pat Cantwell, Account Exec, WINS, New York  
Cynthia Cole, WUSL, Philadelphia

9:30 a.m. FCC QUESTIONS & ANSWERS - Embassy Club - lobby level  
to While most people at the FCC tend to be specialists in a particular area,  
10:55 a.m. Allen Myers' knowledge and experience tends to cut across a lot of lines,  
covering most of the major issues of interest to noncommercial FM  
stations. Allen understands the unique rules applicable to our stations  
and can answer most of your questions on the spot. If you missed the  
Friday FCC sessions, or would like to follow-up on any questions  
concerning FCC rules, requirements, procedures, restrictions, etc., this  
session will be of interest to you.

Allen Myers, Senior Broadcast Analyst, Broadcast Facilities Division,  
FM Branch, Federal Communications Commission

9:30 a.m. EQUIPMENT & ENGINEERING RESOURCES - Gallery  
to An opportunity to meet representatives from the various equipment and  
10:55 a.m. technical companies exhibiting and attending the convention. This  
session will cover some of the new equipment available, the kinds of  
criteria involved in selection of equipment, and the technical  
requirements which must be met. If you are planning to build or update  
your studio, production, or transmitting equipment, or are considering  
changes in your facilities, here's a good place to get the kind of  
information you need.

Richard Crompton, President, LPB, Inc.  
Lee Edwards, Howe Audio Productions  
Neil Glassman, Radio Systems, Inc.  
David Green, David Green Broadcast Consultants  
Ed Perry, Educational FM Associates  
Alan Winkler, Processing Plus

9:30 a.m.  
to  
10:55 a.m.

**HIGH SCHOOL STATIONS WORKSHOP #2:**  
**MANAGEMENT & PROBLEM-SOLVING - California Room**

The second of three convention sessions for those who program, operate and staff high school radio stations. Each session will be a roundtable discussion, centering on a different topic area of interest to high school stations. This session will focus on management and will be a problem solving session. How to motivate your staff, how to set goals, how to do just about anything.

Andrew L. Kenen, Director/Communications Program WKHR

9:30 a.m.  
to  
10:55 a.m.

**STATION TRAINING PROGRAMS - Pan American Room**

A good training program will help insure that all the good work you're doing at your station will be carried on. It can help new staff people to learn what's going on and how things are done. It can help lay the foundation for the continuity often missing in college radio. Also discussed will be the passing on of information to new department heads by those they are replacing to avoid the constant necessity to learn how to "re-invent the wheel".

John Murphy, General Manager, WHUS, Univ of Connecticut  
Cate Cowan, General Manager, WXDR, Univ of Delaware  
Mark Eckert, Management Enterprise  
Jim Bouchard, Training Director, WSJB, St Joseph's College

9:30 a.m.  
to  
10:55 a.m.

**RADIO ON A SHOESTRING - New York Room**

School and college stations have been "belt tightening" and "trimming the fat" for several years in hopes of friendlier economic times. This seminar starts from the premise that cutbacks will continue, and that stations which plan to survive and grow in the 1980's must chart aggressive survival strategies today. We'll look at the funding for crucial capital resources (e.g., transmitters) as well as ways to make the most out of a (dwindling) operating budget. This is not a session for merely complaining - the emphasis is on making what dollars and resources we have stretch farther. Come prepared to participate.

Karen Anderson Palmer, Consultant, Harbridge House, Inc.

9:30 a.m.  
to  
10:55 a.m.

**TALLYING THE TUNES - A MUSIC DIRECTORS' GET-TOGETHER**  
**South American Room**

There's more to running a Music Department than alphabetically filing the records! This session is an opportunity to discuss problems, solutions, ideas and directions with others in similar positions at other stations.

Rick Weiner, WUSC-FM, Univ of South Carolina  
Chuck Miller, WHCL-FM, Hamilton College  
Jane Davis, Music Director, WRAS, Georgia State University, Atlanta



**9:30 a.m. to 10:55 a.m. NETWORKING - Massachusetts Room**

No longer does the term "network" refer only to interconnected broadcast networks like ABC, CBS, NBC, or Mutual. Networking has much broader meaning now, involving the sharing of information, programming, and any other resources. Ever heard the phrase, "It's all in who you know"? That may or may not be true, but knowing how to network could help you.

Thom O'hair, Consultant, Independent Producer

**9:30 a.m. to 10:55 a.m. HOW TO ORGANIZE A NEWS DEPT ON A LIMITED BUDGET - Ohio Room**

It's a constant battle to make your News Department function well when both your budget and staff are limited. This session will help give you some ideas to help your own station's news operations.

Will Barry, WSJB, St. Joseph's College  
John Stempin, Beat Reporter, WZOZ-FM, Oneonta, NY  
Dina Gabriel, News Director, WUSB, SUNY/Stony Brook

**9:30 a.m. to 10:55 a.m. SPORTS and TALK SHOWS - Caucus 1 - 5th floor**

Doing sports and talk programming requires a lot of pre-planning to make things work. There's coordination of program content, guests, studio set-up, telephone line facilities, sales or underwriting efforts, coordination of feeds to other stations, etc. Then, there's the broadcast itself. How should it be formatted? What are the engineering considerations? What announcing techniques should be used? How should you recruit and train new people for doing sports and talk shows? These and other questions will be discussed here.

Andy Moore, WIS, Columbia SC  
Warren Kozireski, WBSU, SUNY/Brockport

**9:30 a.m. to 10:55 a.m. COLLEGE RADIO AT TWO-YEAR COLLEGES - Continental Room**

Two-year/community colleges have special problems with a college radio station as well as unique opportunities for growth. Recruiting, training, long-range planning, overall continuity, and an often very different kind of student and listening audience are among the areas where these differences can be important. This seminar will share the experiences of the participants and explore ways that the two-year climate can work to the advantage of a creative station staff.

Bob Greene, Station Advisor, WITC, Cazenovia College

**continuous IBS VIDEO SHOWCASE - Executive Suite - 4th floor**

A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten-track place to sit down and audition the latest videos.

**continuous EXHIBITS - Congressional & Senate Rooms**

**11:00 a.m.  
to  
12:30 p.m.**

**PROGRAMMING FORUM - Federal Room**

How do others decide how to program their stations? Why do they do it that way, and can or should any of these methods be applied to your station?

Roy Gerritsen, General Mgr., WVU, West Virginia University  
Jeff Walker, WRAS, Georgia State University, Atlanta

**11:00 a.m.  
to  
12:30 p.m.**

**LONG RANGE PLANNING at STUDENT STATIONS - Massachusetts Room**

Graduating seniors, professional staff people and faculty advisors interested in planning the long-term future of their stations should be particularly interested in this session. Using the concepts and tools of modern managerial science, it's possible to establish long range goals and plans for your station that will affect it for years.

Karen Anderson Palmer, Consultant, Harbridge House

**11:00 a.m.  
to  
12:30 p.m.**

**COLLEGE RADIO & RECORD INDUSTRY RELATIONS - South American**

For Music Directors who already have a good working relationship with record companies, and who have an interest in the music business beyond the basics. We'll talk about the way things work at record companies, besides the promotion departments, careers in the music industry, and perspectives on radio station/record company relationships.

Peter Gordon, President, Thirsty Ear Communications  
Linda Walker, Polygram Records  
Bob Haber, President, CMI Media  
Mark Josephson, Rockpool

**11:00 a.m.  
to  
12:30 p.m.**

**CAREERS IN NON-BROADCAST COMMUNICATIONS - Gallery**

The options open for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss some of these career alternatives particularly in light of developing technology and the changing regulatory climate.

Rick Askoff, FCC Common Carrier Bureau  
Jamie Talan, Freelance Writer, New York Times  
Mike Teer, Mgr., Typesetting/Forms Admin, CIGNA Corp.

**11:00 a.m.  
to  
12:30 p.m.**

**NEW MUSIC PROGRAMMING - Pan American Room**

New music is now an accepted format element in broadcasting. Like many other programming forms, it was pioneered by college radio and remains important as commercial stations continue to "homogenize" and tighten their playlists. Those on this panel have had some success with new music at their stations and want to share their ideas with yours.

Moderators: Mark Williams, National College Promotion Coord., A&M  
Morgan Williams, Music Director, WXCI, Western Conn State Univ  
Darryl Ohrt, Program Director, WXCI, Western Conn State Univ  
Jane Davis, Music Director, WRAS, Georgia State University, Atlanta  
Meg Jones, IRS Records



**11:00 a.m. to 12:30 p.m. PROFESSIONAL STATION MANAGERS #2 - DEVELOPMENT RESOURCES**  
**Embassy Club - lobby level**

The second of two special sessions designed for professional staff. The focus here is on the development of economic, technical, and programming resources. Panelists explain how their organizations can be of assistance to you in your planning for both present and future needs.

John Murphy, G.M., WHUS, Univ of Conn, mbr, IBS Bd of Directors  
Thom O'hair, Consultant, Independent Producer  
Nel Jackson, The Development Exchange

**11:00 a.m. to 12:30 p.m. OWNING YOUR OWN STATION - California Room**

A lot of college radio people would like to someday own their own radio station. After all, you're convinced you can do things better than those who already do. This session will discuss things from a practical point of view, including initial considerations, problems, and prospects. It may be more possible than you think.

Ed Perry, Educational FM Associates

**11:00 a.m. to 12:30 p.m. BASIC NEWSWRITING CLINIC - Ohio Room**

One of the more common complaints by broadcasters about those seeking jobs in news is that they don't know how to write. This session will cover some of the basics, some common mistakes, and some suggestions about how to write news for the ear instead of the eye. Also, how to avoid cliches, like those used in these session descriptions.

Bill McCloskey, Assistant Managing Editor, AP Radio  
Jim Cameron, Cameron Communications  
Doug Limerick, ABC News  
Shannon Lehere, WASH-FM, Washington

**11:00 a.m. to 12:30 p.m. AUDIENCE RESEARCH - Continental Room**

Carrier-current and cable stations can sell time and should know their audience to help generate sales. Noncommercial stations need audience information to help generate underwriting support and the newly allowed nonprofit organization time sales. All stations should know their audience to help determine who and how many are out there listening. Audience research is one of the most important tools in commercial broadcasting, yet one of the most overlooked at college stations. This session will try to provide some basics and some practical applications for your station.

Duane Lefevre, Research Analyst, Griffin:Thomas Marketing  
Kevin McKenna, Freelance Market Researcher  
Catherine Bigley McGovern, Ass't Professor, Valparaiso University

**SATURDAY MORNING continued**

12

11:00 a.m.  
to

**STUDIO DESIGN & REDESIGN - New York Room**

12:30 p.m.

If you're in the process of building new studios or re-building existing facilities, this session may be of some help in covering areas such as basic planning, equipment, wiring, trouble-shooting, etc. Why make mistakes when you can learn from those who've done it before.

Mike Coady, WUSM, Southeastern Massachusetts Univ  
Frank Burgert, Chief Engineer, WUSB, SUNY/Stony Brook  
Jon Banks, Engineer, WMZQ, Washington  
Andy Lovell, Radio Systems, Inc.  
Nancy Lee Marshall, David Green Broadcast Consultants

11:00 a.m.  
to

**CARRIER-CURRENT ENGINEERING WORKSHOP - Caucus I 5th floor**

12:30 p.m.

A question and answer session for carrier-current engineers with problems related to the maintenance and design of their c-c systems. Bring your questions, now matter how basic or advanced.

Richard Crompton, President, LPB, Inc.  
Ludwell Sibley, IBS Engineering Staff

continuous

**IBS VIDEO SHOWCASE - Executive Suite - 4th floor**

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continuous

**EXHIBITS - Congressional & Senate Rooms**

**SATURDAY AFTERNOON, March 3, 1984**

12:30 p.m.  
to

**LUNCH BREAK - ON YOUR OWN**

2:00 p.m.

An hour and a half should give you enough time to find a place nearby at which to get some lunch. You might want to check the listings included with the Program you received at Registration. There are plenty of restaurants within a few blocks of the hotel. But, remember, sessions resume at 2:00 p.m., so be back by then.



## SATURDAY AFTERNOON (continued)

2:00 p.m.  
to  
3:25 p.m.

### PROGRAM SYNDICATION: THE NEW REALITY

Programs and being used for a number of school and college courses for syndication programming. They produce themselves. The session covers a wide range of syndication products for sale, from a variety of formats of news, sports, and entertainment to the production of syndicated programs for television. Topics include program syndication, advertising, and marketing, and the role of syndication.

**Moderators:** Rod Collins, IBS Vice President, Programs  
Krist Boardman, Xenon Productions  
Peter Gordon, Thirsty Ear Communications  
Tom Clancy, CMI Media Group  
Robert McPherson, CMI Media Group  
and others, including: Mike Sweeney  
Tom Sweeney, CMI Media Group

2:00 p.m.  
to  
3:25 p.m.

### NON-ROCK PROGRAMMING: THE NEW REALITY

In addition to, or as an alternative to rock, college, and other music choices, with a particular focus on reggae and jazz.

**Moderators:** Amy Wachtel, CMI Media  
Dr. Dread, RAS Records  
Cynthia Abrams, RAS Records  
Cheryl Nussle, RAS Records  
Harry Weinger, Gramvision Records

2:00 p.m.  
to  
3:25 p.m.

### IN-PERSON PERFORMANCE: THE NEW REALITY

The transition from being a musician to a performer is a very different from being a musician. Whether you're thinking of making a transition from radio to TV (or MTV), you want to be a roll star, or just need some advice on in-person or TV appearances/performances, let some experienced performers and transition tell you how you can do it.

**Don Davis, DC101, Washington**  
**Adam Smasher, DC101, Smash Entertainment, Washington**

2:00 p.m.  
to  
3:25 p.m.

### CONTEMPORARY RADIO FORMATS — THE NEW REALITY

One of DC's morning men from a top rated station in a major market. Contemporary radio formats, how they work, how they differ from each other, who they're designed to reach, and more.

**Jim Elliott, Q107, Washington**

SATURDAY AFTERNOON continued

2:00 p.m.  
to  
3:25 p.m.

ADVERTISING SALES - Embassy Club - lobby level

Revenue generated from the sale of advertising time will become more important for carrier-current and cable stations as budgets become tighter and expenses get higher. Even noncommercial stations can now sell time to non-profit organizations. In this basic session, we'll talk about setting up an advertising sales department, getting the forms, contracts, affidavits, etc. together; selling to local, regional and national accounts; tips on presentations, copywriting, account service, and more.

Duane Lefevre, Research Analyst, Griffin:Thomas Marketing  
Glenn Lucas, IBS staff  
Pat Cantwell, Account Executive, WINS, New York

2:00 p.m.  
to  
3:25 p.m.

DOING CONCERT PROMOTIONS - New York Room

Doing a concert promotion at your station? There are more details than you may realize, including FCC noncommercial restrictions. Find out about what club owners want from you, and what you should want for your station in any successful co-promotion.

Mark Fink, Advisor, Contemporary Sounds  
John Sigler, RCA Records

2:00 p.m.  
to  
3:25 p.m.

STATION PROBLEMS FORUM - California Room

No guest speaker, just a moderator who will help motivate a discussion of station/management problems of any and all kinds. It should help you answer some of your questions and identify stations with similar interests and needs.

Moderator: Jeff Tellis, President, IBS

2:00 p.m.  
to  
3:25 p.m.

USING NETWORK & WIRE SERVICES - Ohio Room

In recent times, we've seen the number of network radio services increase dramatically. Many school and college stations are already using some kind of network audio service, not just for the formatted newscasts, but for actualities, special reports, and feature material. Whether you already use a network or are thinking of it, this session can help you find out what they're all about, and how they've changed. Also to be discussed is how you can become part of a network as a "stringer" when events of interest happen locally.

Bob Anbinder, Morning News Editor, WCBM, Baltimore  
Bill McCloskey, Ass't Mang. Editor, Associated Press Radio Network



2:00 p.m.  
to  
3:25 p.m.

**EQUIPMENT MAINTENANCE  
and PROOF of PERFORMANCE - Continental Room**

A review of basic studio maintenance and the FCC's technical operating requirements. We'll talk about how to do a proof of performance and how preventive maintenance solves problems before they happen. Open to engineers and tech people from FM, carrier-current, and cable stations.

Ludwell Sibley, IBS Engineering Staff

2:00 p.m.  
to  
3:25 p.m.

**PLUGGING INTO YOUR COLLEGE COMPUTERS - Massachusetts Room**

At many schools and colleges, stations have access to the institution's main frame computers through remote terminals. This can put enormous computing power at your fingertips at relatively low cost. Another way is with relatively low-cost personal computers. Find out how it's done, and how it can be utilized at your station from people who've already made it work for them. Topic continued in Microcomputer session at 3:30 p.m. - Massachusetts Room.

Frank Barget, Chief Engineer, WUSN, SUNY Stony Brook  
Thom O'hair, Consultant, Independent Producer

2:00 p.m.  
to  
3:25 p.m.

**GOING FM or INCREASING POWER - TECHNICAL/PROCEDURAL  
Caucus I - 5th floor**

A session for those planning to apply for new FM stations or for power increases for their existing stations. This session will review the application, the FCC rules, procedures, forms, recent changes, new proposals, requirements, etc.

Tom Gibson, IBS Engineering Staff  
Andy Moore, Engineer, WIS, Columbia, SC  
Ed Perry, Educational FM Associates  
Stuart Meyer, Sherman & Beverage Associates

2:00 p.m.  
to  
3:25 p.m.

**CARRIER-CURRENT RADIO - BY THE SEAT OF YOUR PANTS  
Caucus II - 5th floor**

Planning a new carrier-current system, or upgrading an existing system. Installation, maintenance, improvements, problem solving, etc. An informal discussion, questions and answers.

Dan Braverman, Radio Systems, Inc.

continuous

**IBS VIDEO SHOWCASE - Executive Suite - 4th floor**

A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten-track place to sit down and audition the latest videos.

continuous

**EXHIBITS - Congressional & Senate Rooms**

3:30 p.m.  
to  
4:55 p.m.

**THE RECORD COMPANY ARTIST/REP FORUM - Federal Room**

Always one of the most popular sessions at the IBS Convention, this panel features representatives from those record companies attending or exhibiting at the convention, all in one place at one time. Likely topics will include station service, feedback, playlists, cutbacks, promotional cooperation, station/company relationships, and more. This is not the appropriate place to discuss individual station service problems, so please keep your questions more general in scope. Most of the record company people will be at the convention throughout the weekend and you can approach them individually about your station at a more private time. Remember too that many of the record companies have exhibit space adjacent to the Registration area in the Congressional and Senate rooms. The list of participants reflects those confirmed when this Program was printed, and is subject to changes, additions, and deletions as they occur.

Moderator: Paul Brown, Paul Brown Promotions, IBS Board of Directors

Mark Williams, A&M Records  
Rob Burr, QL Records  
Pam Hall, Alligator Records  
Gunter Hauer, Atlantic Records  
Hans Huessy, B Sharp Records  
CBS Records  
Capitol/EMIA Records  
Josh Grier, Dolphin Records  
Leticia Villegas, Exit Records  
Jack Hardy, Performing Artist  
Louis Salamone, Echo Management  
Harry Weinger, Gramavision Records  
International Groove Records (DC Motors)  
Keith Altomare, IRS Records  
Linda Walker, Polygram records  
Stu Sobel, Rocshire Records  
John Taylor, Sparrow Records  
Jeff Moseley, Word Records

3:30 p.m.  
to  
4:55 p.m.

**WOMEN IN BROADCASTING - South American Room**

A discussion on the issues and situations that women may encounter in both college and professional broadcasting. Discussion will focus on experiences that students might have, can have, and should have. Let's talk about ways to open closed doors, and walk through them with confidence. Special emphasis on finding and getting that right job for you.

Elizabeth Schulenberg, WHTT, Boston, IBS Staff  
Sandy Weaver, Announcer, Q107, Washington



3:30 p.m.  
to  
4:55 p.m.

**BASIC MANAGEMENT DEVELOPMENT CLINIC**  
**NOT FOR EXPERIENCED MANAGERS - Gallery**

The transition from station staff to station management has been compared to chasing a rainbow across minefield. This seminar will highlight management roles and leadership styles you can take to ease the transition for both yourself and your station. While a variety of management concepts will be presented, the emphasis will be on understanding why management "problems" occur, and identifying concrete actions which can avoid or lessen their (negative) impacts.

Karen Anderson Palmer, Consultant, Harbridge House

3:30 p.m.  
to  
4:55 p.m.

**FUNDRAISING - Embassy Club - lobby level**

As budgets become tighter, the need to devote station efforts towards fundraising increases. This panel will discuss some of the ways to go about it that can be most productive for you. Also, what kind of problems to watch for and mistakes to avoid.

Mike Voisine, WUSM, Southeastern Massachusetts University  
Cato Cowan, General Mgr, WXDR, University of Delaware  
Greg Adamo, General Mgr, WSIA, College of Staten Island  
Pat Cantwell, Account Exec, WINS, New York  
Duane Lefevre, Account Exec, Griffin:Thomas Communications

3:30 p.m.  
to  
4:55 p.m.

**LOCAL NEWS - New York Room**

Bring your ideas to this roundtable discussion. The basics of local news reporting: how to work a "beat", how to deal with local officials and townspeople, how to write local stories so they don't sound too provincial, and how to tie local stories to national stories.

Bob Anbinder, Morning News Editor, WCBM  
Hank Sennett, Instructor Comm. Arts, Dean Jr College  
Bernadette Cochlo, News Dir, WUSM, Southeastern Mass. Univ

3:30 p.m.  
to  
4:55 p.m.

**NEWS PRODUCTION FOR SPECIAL PROGRAMS & DOCUMENTARIES**  
**Pan American Room**

This session will discuss some of the fine points of produced news special reports, programs, and documentaries. We'll discuss how to mix music, sound effects and natural sound into an ear-catching format that's both enlightening and entertaining.

Jim Cameron, Cameron Communications, mbr, IBS Bd of Directors

3:30 p.m.  
to  
4:55 p.m.

**MICROCOMPUTERS AT THE RADIO STATION - Massachusetts Room**

Technological breakthroughs have put the personal computer within the budget range of many school and college radio stations. Their uses involve everything from keeping track of your record library to printing your logs, to donor solicitation, to word processing for ordinary written correspondence. This session takes a look at typical station applications for computers and provides some practical information on how to put them to use for you. A chance to share programs, ideas, and applications.

Andrew Kenen, Director, WKHR, Chagrin Falls, OH

- 3:30 p.m. **HIGH SCHOOL STATIONS WORKSHOP #1 - Ohio Room**  
to  
4:55 p.m. The third of three convenient sessions for those who program, operate and staff high school radio stations. Each session will feature a panel discussion, centering on a different topic area of interest to high school stations. This last session will focus on promotions and getting your station the reputation it deserves, (or maybe a better one!)

Andrew L. Kenen, Director/Communications Program WKHR  
Steve Merrill, Promotion Director, WPAJ-FM, Cincinnati

- 3:30 p.m. **FCC QUESTIONS & ANSWERS - Caucus II - 5th Floor**  
to  
4:55 p.m. While most people at the FCC tend to be specialists in a particular area, Allen Myers' knowledge and experience tends to put him on a level of "know-it-all" covering most of the major issues of interest to noncommercial FM stations. Allen understands the unique rules applicable to our stations and can answer most of your questions on the spot. If you missed the Friday FCC sessions, or would like to follow-up on any questions concerning FCC rules, requirements, procedures, restrictions, etc., this session will be of interest to you.

Allen Myers, Senior Research Analyst, Bureau of Broadcast Systems  
FM Branch, Federal Communications Commission

- 3:30 p.m. **ENGINEERING & MANAGEMENT - California Room**  
to  
4:55 p.m. Engineers and managers are two groups who tend often to not understand each other. This session features people with personal experience in both areas, offering ideas and opinions on encouraging cooperation and understanding as well as resolving conflicts and problems.

Jon Banks, WMZQ, Washington  
Tom Gibson, Chief Engineer, WVYC-FM, York College, IBS Staff  
Andy Moore, Engineer, WIS, Columbia, SC

- 3:30 p.m. **STUDIO EQUIPMENT INSTALLATION - Caucus I - 5th Floor**  
to  
4:55 p.m. There's more to installing studio equipment than just unpacking it, and plugging it in. Learn about some of the suggested techniques, wiring approaches, and other tips to make things go easier and work more reliably.

Richard Crompton, President, LPB, Inc.

- 3:30 p.m. **PROGRAMMING FOR THE COMMUNITY - Continental Room**  
to  
4:55 p.m. As signals reach far beyond the confines of the campus, stations are becoming increasingly aware of their obligations to serve their communities, as mandated by the FCC. Community programming probably has as many definitions as does the term "community" but it suggests a recognition to provide a needed service. Another aspect involves gaining community input, through advisory boards, community volunteer participation, community listener support, etc.

Robert J. Gallagher, WUSM, Southeastern Massachusetts University  
Mark Eckert, Management Enterprise



continuous

IBS VIDEO SHOWCASE - Executive Suite - 4th floor

A continuous, ongoing video showcase featuring entertainment from a number of different labels. An off-the-beaten track place to sit down and audition the latest videos.

5:00 p.m.

to

6:30 p.m.

AUDITION TAPES & RESUMES - Federal Room

Getting your first job in radio can often depend on luck, contacts and having an effective demo tape and resume. This session will cover the basics of audition tapes and resumes, along with discussion of both good and bad examples.

Mike Teer, IBS Staff

Jamie Talan, Freelance Writer, New York Times

Thom O'hair, Consultant, Independent Producer

5:00 p.m.

to

6:30 p.m.

ADVANCED MANAGEMENT DEVELOPMENT CLINIC - Gallery  
(NOT FOR NEW MANAGERS)

Specifically for those who've had perhaps a year or two of station management experience, rather than for newly appointed or elected department heads. While a variety of management concepts will be presented, the emphasis will be on understanding why management "problems" occur, and identifying concrete actions which can avoid or lessen their (negative) impacts. Another rare opportunity to experience the kind of professional clinic usually available only to working professional managers at considerable expense.

Karen Anderson Palmer, Consultant, Harbridge House

Jeff Tellis, President, IBS

5:00 p.m.

to

6:30 p.m.

OPEN FORUM: INDEPENDENT RECORD LABELS - South American Room

There's always been a special relationship between our stations and independent labels, at least in part because we are both alternatives to the mainstream. As independents get swallowed-up by the major labels, our relationship with the remaining independents becomes even more mutually important. This session is planned as an open forum to discuss the topic in an informal atmosphere.

Brady McTigue, Music Director, WUVT, Virginia Polytech & State U

Marty Cassady, FM Program Dir, WUVT, Virginia Polytech & State U

Josh Grier, Dolphin Records

Leticia Villegas, Exit Records

5:00 p.m.

to

6:30 p.m.

REMOTES and TELCO - Continental Room

Using dial-up telephones for regularly scheduled and special remote broadcasts; telephone company program channel lines, types and costs; how to build a proper phone system for your station legally; equipment requirements; recent and upcoming changes for telco's with the splitting of AT&T, etc.

Ludwell Sibley, IBS Engineering Staff

Steve Specht, WUSB, SUNY/Stony Brook

5:00 p.m.  
to  
6:30 p.m.

### **PROMOTIONS - Embassy Club - lobby level**

Planning station promotion on a limited budget can be difficult. Topics will likely include: low-budget production, writing, strategic placement of promos, use of print media, differences between commercial and non-commercial promotions, creative contests and giveaways, on-air program promotion, unique and identifiable art and graphics, design and distribution of a program guide, the promotion of fundraising events, effective public relations with local business people, etc. Bring your ideas - they may work for other stations, too.

Jim Corbley, Advertising Director, R.P.M. Associates, Inc.  
Don Davis, DC101, Washington  
Will Botwin, Director, East Coast Operations, Side One Marketing

5:00 p.m.  
to  
6:30 p.m.

### **OPEN FORUM: CREATIVE PROGRAMMING - California Room**

Trying to define creative programming is difficult, although most of us recognize it when we hear it. Mostly, it is different than what we're used to hearing, but it's also usually "better" - however you may define that term. What makes your programming creative? How can you encourage creative programming? Do people listen to creative programming when it's aired? Does it matter how many people listen? These and likely other questions will be open for discussion.

Moderator: Gene Lanzoni, Thirsty Ear Communications  
Scott Byron, CMI Media  
Cindy Gillen, WTJU, Charlottesville, VA  
Laura Karkus, WUSM, Southeastern Massachusetts University  
Karen Kirklys, WCBC  
Mike Morrison, WXPB, University of Pennsylvania, Philadelphia  
Jamie Cohen, WCVT, Towson State University

5:00 p.m.  
to  
6:30 p.m.

### **ARBITRON AND RADIO RATINGS - Ohio Room**

How are ratings measured? What do terms like cume and share mean? What are the different ratings methodologies? These and more questions are discussed by a representative of one of the leading audience research companies in the country, and someone who has utilized the results.

Jeanette Caporale, Arbitron  
Pat Cantwell, Account Exec, WINS, New York

5:00 p.m.  
to  
6:30 p.m.

### **PUBLIC AFFAIRS/EDUCATIONAL PROGRAMS - Caucus I - 5th floor**

Documentaries and public affairs programming are often stuck in a station's schedule at odd times when listenership is low, because the programs are often not done very well. If your attitude is that they are simply an FCC-required interruption in whatever else you may be doing, that will show itself in the form of poorly produced, uninteresting programs. But, public affairs programs can be well done, interesting, audience attractive, and meaningful - a plus to your schedule instead of a minus. A discussion of ways to improve your public affairs programming, formats and presentations, identifying topics, etc.

John Murphy, General Mgr., WHUS, Univ of Connecticut



## SATURDAY EVENING, March 3, 1983

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CONTINUOUS

### IBS VIDEO SHOWCASE - Executive Suite - 6th floor

Watch videos, singing videos (the whole IBS family) and videos from a number of different IBS's. An old, the best, and a lot of new and audition the latest videos.

6:30 p.m.  
to

### DINNER - ON YOUR OWN

There are a lot of restaurants, clubs, and bars around the hotel and in the area in D.C. Check the listing, located with you, before dinner. Or just take a walk to walk the Convention Center area. In the center of the evening, there are many meetings of the hotel and a number of club activities and special programs for IBS participants delegates.

### OTHER ACTIVITIES

Many of the meetings and other activities are often planned at the hotel and around the area for the first of this pre-planned program. For example, the meeting, which is the next to registration area in the Congressional and Senate rooms in the second floor is at the IBS office in the Michigan room. We'll have new updated information on hospitality suites, clubs, etc. Also check information on activities supplied by the brochure you received at registration.

## SUNDAY MORNING, March 4th, 1983

10:00 a.m.  
to

### CONVENTION FEEDBACK - Gallery

11:30 a.m.

Unfortunately, the pace of the convention ties up most of the IBS staff people for most of the weekend and doesn't give us nearly the amount of time we'd like to just talk with station delegates, except on the run. This session gives you a chance to meet some of the IBS staff and those who planned the convention, to voice your opinions, ideas, and suggestions.

12:00 Noon

### CONVENTION ENDS Hotel check-out

PLAN AHEAD FOR NEXT YEAR!



**IBS**

INTERNATIONAL  
BROADCASTING  
SOCIETY

## National Convention

MARCH 9 - 10 - 11, 1985

CAPITAL HILTON HOTEL

WASHINGTON, DC

**PLEASE.....  
HELP US HELP YOU.**

To make sure that you're on our mailing list to receive advance information about the **1985 IBS National Convention**, and/or to offer suggestions on how we can make next year's event even better, complete this form and mail it to:

**IBS  
Box 592  
Vails Gate, NY 12584-0592**

**Name:** \_\_\_\_\_

**Title (if any):** \_\_\_\_\_

**School/College/Company:** \_\_\_\_\_

**Call-Letters:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone: (      )** \_\_\_\_\_

**Suggestions for 1985 IBS National Convention:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## EXHIBITORS

The Exhibit Area is located in the Congressional and Senate Rooms, on the second floor, adjacent to our Registration desk. Exhibits will be open all day on both Friday and Saturday. In addition, you'll find representatives from a number of the exhibiting companies participating as speakers and panelists in sessions scheduled throughout the weekend.

These companies have demonstrated their interest in school and college radio by their participation at this convention. They welcome your interest in their products and services.

A&M Records/IRS Records  
Alligator Records  
Atlantic Records  
B Sharp Records  
Capitol/EMIA Records (Jason & the Scorchers)  
CBS Records  
CMI Media  
Dolphin Records (Tommy Keene)  
Echo Management  
Educational FM Associates  
Exit Records (Vector)  
Gramavision Records  
David Green Broadcast Consultants  
Jack Hardy  
Howe Audio Productions  
International Groove Records (DC Motors)  
LPB, Inc.  
Robert Michelson, Inc.  
Processing Plus  
Progressive Radio Network  
QL Records  
Radio Systems, Inc.  
Rocshire Records  
Sparrow Records  
Thirsty Ear Communications  
Word Records



## WHAT IS IBS?

The Intercollegiate Broadcasting System is a non-profit association of student-staffed radio stations based at schools, colleges, and universities across the United States. IBS member-stations operate all sizes and types of facilities including closed-circuit, carrier-current, cable radio, 10-watt FM, and higher-powered FM stations.

IBS was founded in 1940 by the originators of campus carrier-current radio. As stations have grown and developed, IBS has become increasingly involved with noncommercial FM and the complexities of the ever-changing FCC rules.

## IBS STATION MEMBERSHIP

Perhaps one of the strongest reasons to consider IBS membership is that you no longer have to face your station's problems alone - you have somewhere to turn to where people understand. You'll be put in touch with people experienced in the kind of practical and often unique kinds of problems encountered in establishing, programming, and operating a school or college-based student-staffed radio station. We can help with the kind of useful information you need, presented in informal, everyday language even inexperienced broadcasters and administrators can easily understand.

With changes continuing to come from the FCC. . . .  
with budgetary limitations coming from schools and college administrations. . . .with the ever-changing and complex elements of technology, programming and the recording industry. . . .and with the overall growth and development of school and college radio stations. . .  
it's more important than every to work with people who understand your situation.

That's where we can help.

IBS Membership is open to any broadcast group operated by or for the students of an institution of learning. This includes school, college, and university operations. Groups who are in the planning stages for a new station are also welcome. For a membership application, or for an answer to your questions, write or call: IBS, Box 592, Vails Gate, NY 12584 (914) 565-6710.



